

METHODS AND SYSTEMS UTILIZING A PROGRAMMABLE SIGN DISPLAY LOCATED IN PROXIMITY TO A TRAFFIC LIGHT

ABSTRACT

5 Methods and systems use a programmable sign display located in proximity to a
traffic light to provide information to motorists upon the motorists directing their attention
toward the traffic light. The programmable sign display may receive programming for
content to be displayed in various ways, such as through an interface to a telephone
network accessible by a cell phone that sends programming information to the sign. The
10 programmable sign may be used to inform motorists of a radio frequency upon which
relevant information such as advertising or traffic reports is being broadcast. The
programmable sign may be used to provide textual or graphical information, such as an
instruction to motorists that relates to avoiding an approaching emergency vehicle.
Additionally, management of the sign is provided to coordinate programming and control
15 of the content being displayed. The display of content on the programmable sign display
may be coordinated with the states of the traffic light to avoid distracting motorists.